Amendments To The Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

1.   (currently amended) A method for measuring audience size information based on playbacks of a recorded program comprising:
        receiving an indication of a playback of the recorded program;
        updating audience size information for the recorded program in response to receiving the indication;
        distributing the audience information to at least one user of an interactive television application; and
        providing the updated audience size information to [[the]] at least one user within an interactive television application.

2.   (original) The method defined in claim 1 wherein the recorded program is an audio program.

3.   (original) The method defined in claim 1 wherein the recorded program is a television program.

4.   (original) The method defined in claim 1 wherein the recorded program is a pay-per-view program.

5.   (original) The method defined in claim 1 wherein the recorded program is a video-on-demand program.

6.   (original) The method defined in claim 1 wherein the recorded program is a near-video-on-video program.

7.   (cancelled)

8.   (currently amended) The method defined in claim 1 wherein updating audience _size_ information comprises updating a market share of the recorded program.

9.   (currently amended) The method defined in claim 1 wherein updating audience _size_ information comprises updating audience _size_ information based on the number of times a user played back the recorded program.

10.   (currently amended) The method defined in claim 1 further comprising:
          receiving an indication for a user-identified action, wherein such action controls how the recorded program is played back;
          executing the user-identified action in response to receiving the indication; and
          updating audience _size_ information based on the user-identified action.

11.   (original) The method defined in claim 10 wherein the user-identified action comprises

actions selected from the group consisting of fast-
forward, rewind, stop, pause, record, and play.

12. (cancelled)

13. (previously presented) The method
defined in claim 1 wherein the interactive television
application is an interactive television program guide.

14. (currently amended) The method defined
in claim 1 wherein providing the audience size
information comprises providing an interactive
indicator that notifies the at least one user when
audience size information is available, wherein the
interactive indicator comprises content selected from
the group consisting of text, graphics, audio, video,
and animation.

15. (currently amended) The method defined
in claim 1 further comprising allowing the at least one
user to compare programs based on audience size
information ~~distributed~~ provided to the at least one
user for the programs.

16. (currently amended) The method defined
in claim 1 wherein providing the audience size
information further comprises providing the audience
size information for a portion of the recorded program.

17. (original) The method defined in
claim 16 wherein the portion of the recorded program is
a scene within the recorded program.

18.   (currently amended) The method defined in claim 1 wherein providing the audience <u>size</u> information further comprises providing the audience <u>size</u> information for a genre of programs.

19.   (currently amended) The method defined in claim 1 wherein providing the audience <u>size</u> information further comprises providing the audience <u>size</u> information for the recorded program based on a time slot.

20.   (currently amended) The method defined in claim 1 wherein[[:]]
~~distributing audience information~~
~~further comprises distributing to a plurality of users;~~
~~and~~
<u>providing</u> the audience <u>size</u> information [[is]] <u>further comprises providing</u> audience <u>size</u> information for a subset of [[the]] <u>a</u> plurality of users to the at least one user.

21.   (original) The method defined in claim 20 wherein the subset of the plurality of users is defined based on user demographics.

22.   (currently amended) The method defined in claim 1 wherein providing the audience <u>size</u> information further comprises providing the audience <u>size</u> information to the at least one user in a flip display.

23.   (currently amended) The method defined in claim 1 wherein providing the audience <u>size</u>

information further comprises providing the audience size information to the at least one user in a browse display.

24. (currently amended) The method defined in claim 1 wherein providing the audience size information further comprises providing the audience size information to the at least one user in a program listings display.

25. (currently amended) The method defined in claim 1 wherein updating the audience size information further comprises updating the audience size information based on a user profile of a user from which the indication was received related to the playback of the recorded program.

26. (currently amended) The method defined in claim 1 wherein updating audience size information further comprises calculating audience size for the recorded program.

27. (original) The method defined in claim 26 wherein calculating the audience size comprises calculating the audience size based on assigning points to playback information.

28. (original) The method defined in claim 26 wherein calculating the audience size further comprises accessing a table of grading information for assigning points to playback information.

29.   (currently amended) A method for
providing audience _size_ information with program
listings in an interactive television application
comprising:

receiving an indication from a user that
the user wishes to access one or more program listings;

calculating audience size information
for a program corresponding to at least one of the one
or more program listings, wherein the calculating is
based on a graded approach of assigning points to
actions of a plurality of users; and

providing the one or more program
listings in response to the indication, wherein at
least one of the one or more program listings includes
audience _size_ information for a program corresponding
to a program listing.

30.   (original) The method defined in
claim 29 wherein the program is an audio program.

31.   (original) The method defined in
claim 29 wherein the program is a television program.

32.   (original) The method defined in
claim 29 wherein the program is a pay-per-view program.

33.   (original) The method defined in
claim 29 wherein the program is a video-on-demand
program.

34.   (original) The method defined in
claim 29 wherein the program is a near-video-on-video
program.

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35. (currently amended) The method defined in claim 29 wherein the providing the one or more program listings comprises providing an interactive indicator that notifies the ~~at least one~~ user when audience size information is available, wherein the interactive indicator comprises content selected form the group consisting of text, graphics, audio, video, and animation.

36. (currently amended) The method defined in claim 29 further comprising allowing the user to compare programs based on audience size information ~~distributed~~ provided to the user for the programs.

37. (currently amended) The method defined in claim 29 further comprising providing audience size information for a portion of the program.

38. (original) The method defined in claim 37 wherein the portion of the program is a scene within the program.

39. (currently amended) The method defined in claim 29 further comprising providing audience size information for a genre of programs.

40. (currently amended) The method defined in claim 29 further comprising providing the audience size information for the program based on a time slot.

41. (currently amended) The method defined in claim 29 further comprising[[:]]

~~distributing audience information to a~~
~~plurality of users; and~~

    providing ~~audience information, wherein~~
the audience <u>size</u> information ~~is provided~~ for a subset
of the plurality of users to the user.

    42.   (original) The method defined in
claim 41 wherein the subset of the plurality of users
is defined based on user demographics.

    43.   (currently amended) The method defined
in claim 29 further comprising providing audience <u>size</u>
information to the user in a flip display.

    44.   (currently amended) The method defined
in claim 29 further comprising providing audience <u>size</u>
information to the user in a browse display.

    45.   (currently amended) The method defined
in claim 29 further comprising providing audience <u>size</u>
information to the user in a program listings display.

    46.   (currently amended) The method defined
in claim 29 further comprising updating audience <u>size</u>
information based on a user profile of the user from
which the indication was received.

    47-49.   (cancelled)

    50.   (original) The method defined in
claim 29 wherein the interactive television application
is an interactive television program guide.

51. (currently amended) A method for measuring audience <u>size</u> information for an upcoming program in an interactive application comprising:

receiving an indication from a user to perform an action related to the upcoming program;

updating audience <u>size</u> information for the upcoming program <u>in response to receiving the indication</u>; and

providing the audience <u>size</u> information to the user <u>within the interactive television application</u>.

52. (original) The method defined in claim 51 wherein the upcoming program is an audio program.

53. (original) The method defined in claim 51 wherein the upcoming program is a television program.

54. (original) The method defined in claim 51 wherein the upcoming program is a pay-per-view program.

55. (original) The method defined in claim 51 wherein the upcoming program is a video-on-demand program.

56. (original) The method defined in claim 51 wherein the upcoming program is a near-video-on-video program.

57. (cancelled)

58. (currently amended) The method defined in claim 51 wherein updating audience size information comprises updating a market share of the upcoming program.

59. (cancelled)

60. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing an interactive indicator, wherein the interactive indicator comprises content selected form the group consisting of text, graphics, audio, video, and animation.

61. (currently amended) The method defined in claim 51 further comprising allowing the user to compare programs based on audience size information distributed provided to the user for the programs.

62. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information for a portion of the upcoming program.

63. (previously presented) The method defined in claim 51 wherein the portion of the upcoming program is a scene within the upcoming program.

64. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information for a genre of programs.

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65. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information for the upcoming program based on a time slot.

66. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information for a subset of a plurality users to the user.

67. (original) The method defined in claim 66 wherein the subset of the plurality of users is defined based on user demographics.

68. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information to the user in a flip display.

69. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information to the user in a browse display.

70. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information to the user in a program listings display.

71. (currently amended) The method defined in claim 51 wherein updating audience _size_ information comprises updating the audience _size_ information based on the number of times the user performed an action related to the upcoming program.

72. (currently amended) The method defined in claim 51 wherein updating the audience _size_ information further comprises updating the audience _size_ information based on the number of times that the user viewed program information related to the upcoming program.

73. (currently amended) The method defined in claim 51 wherein updating the audience _size_ information further comprises updating the audience _size_ information based on the number of times that the user purchased the upcoming program.

74. (currently amended) The method defined in claim 51 wherein updating the audience _size_ information further comprises updating the audience _size_ information based on the number of times that the user set a reminder for the upcoming program.

75. (currently amended) The method defined in claim 51 wherein updating the audience _size_ information further comprises updating the audience _size_ information based on the number of times that the user scheduled to record the upcoming program.

76. (currently amended) The method defined in claim 51 wherein updating the audience _size_

information further comprises updating the audience
size information based on a user profile of the user
from which the indication was received related to the
upcoming program.

77. (currently amended) The method defined
in claim 51 further comprising calculating audience
size information for the upcoming program.

78. (currently amended) The method defined
in claim 77 wherein calculating the audience size
information comprises calculating the audience size
information based on assigning points to playback
information.

79. (currently amended) The method defined
in claim 77 wherein calculating the audience size
information further comprises accessing a table of
grading information for assigning points to playback
information.

80. (currently amended) A system for
measuring audience size information based on playbacks
of a recorded program comprising:
        means for receiving an indication of a
playback of the recorded program;
        means for updating audience size
information for the recorded program in response to
receiving the indication;
        means for distributing the audience
information to at least one user of an interactive
television application; and

means for providing the <u>updated</u> audience <u>size</u> information to [[the]] at least one user <u>within an interactive television application</u>.

81. (original) The system defined in claim 80 wherein the recorded program is an audio program.

82. (original) The system defined in claim 80 wherein the recorded program is a television program.

83. (original) The system defined in claim 80 wherein the recorded program is a pay-per-view program.

84. (original) The system defined in claim 80 wherein the recorded program is a video-on-demand program.

85. (original) The system defined in claim 80 wherein the recorded program is a near-video-on-video program.

86. (cancelled)

87. (currently amended) The system defined in claim 80 wherein the means for updating audience <u>size</u> information comprises means for updating a market share of the recorded program.

88. (currently amended) The system defined in claim 80 wherein the means for updating audience

size information comprises means for updating audience size information based on the number of times a user played back the recorded program.

89.   (currently amended) The system defined in claim 80 further comprising:
    means for receiving an indication for a user-identified action, wherein such action controls how the recorded program is played back;
    means for executing the user-identified action in response to receiving the indication; and
    means for updating audience size information based on the user-identified action.

90.   (original) The system defined in claim 89 wherein the user-identified action comprises actions selected from the group consisting of fast-forward, rewind, stop, pause, record, and play.

91.   (cancelled)

92.   (previously presented) The system defined in claim 80 wherein the interactive television application is an interactive television program guide.

93.   (currently amended) The system defined in claim 80 wherein the means for providing the audience size information further comprises means for providing an interactive indicator, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

94.   (currently amended) The system defined
in claim 80 further comprising means for allowing the
at least one user to compare programs based on audience
size information ~~distributed~~ provided to the at least
one user for the programs.

95.   (currently amended) The system defined
in claim 80 wherein the means for providing the
audience size information further comprises means for
providing the audience size information for a portion
of the recorded program.

96.   (original) The system defined in
claim 95 wherein the portion of the recorded program is
a scene within the recorded program.

97.   (currently amended) The system defined
in claim 80 wherein the means for providing the
audience size information further comprises means for
providing the audience size information for a genre of
programs.

98.   (currently amended) The system defined
in claim 80 wherein the means for providing the
audience size information further comprises means for
providing the audience size information for the
recorded program based on a time slot.

99.   (currently amended) The system defined
in claim 80 wherein[[:]]
        ~~the means for distributing audience~~
~~information further comprises means for distributing~~

~~audience information to a subset of a plurality of~~
~~users; and~~

  the <u>means for providing the</u> audience
<u>size</u> information [[is]] <u>further comprises providing</u>
audience <u>size</u> information for a subset of [[the]] <u>a</u>
plurality of users to the at least one user.

  100. (original) The system defined in
claim 99 wherein the subset of the plurality of users
is defined based on user demographics.

  101. (currently amended) The system defined
in claim 80 wherein the means for providing the
audience <u>size</u> information further comprises means for
providing the audience <u>size</u> information to the at least
one user in a flip display.

  102. (currently amended) The system defined
in claim 80 wherein the means for providing the
audience <u>size</u> information further comprises means for
providing the audience <u>size</u> information to the at least
one user in a browse display.

  103. (currently amended) The system defined
in claim 80 wherein the means for providing the
audience <u>size</u> information further comprises means for
providing audience <u>size</u> information to the at least one
user in a program listings display.

  104. (currently amended) The system defined
in claim 80 wherein the means for updating the audience
<u>size</u> information further comprises means for updating
the audience <u>size</u> information based on a user profile

of a user from which the indication was received related to the playback of the recorded program.

105. (currently amended) The system defined in claim 80 wherein the means for updating audience size information further comprises means for calculating audience size for the recorded program.

106. (original) The system defined in claim 105 wherein the means for calculating the audience size comprises means for calculating the audience size based on assigning points to playback information.

107. (original) The system defined in claim 105 wherein the means for calculating the audience size further comprises means for accessing a table of grading information for assigning points to playback information.

108. (currently amended) A system for providing audience size information with program listings in an interactive television application comprising:
    means for receiving an indication from a user that the user wishes to access one or more program listings;
    means for calculating audience size information for a program corresponding to at least one of the one or more program listings, wherein the means for calculating is based on a graded approach of assigning points to actions of a plurality of users; and

means for providing the one or more program listings in response to the indication, wherein at least one of the one or more program listings includes audience <u>size</u> information for a program corresponding to a program listing.

109. (original) The system defined in claim 108 wherein the program is an audio program.

110. (original) The system defined in claim 108 wherein the program is a television program.

111. (original) The system defined in claim 108 wherein the program is a pay-per-view program.

112. (original) The system defined in claim 108 wherein the program is a video-on-demand program.

113. (original) The system defined in claim 108 wherein the program is a near-video-on-video program.

114. (currently amended) The system defined in claim 108 wherein the means for providing the one or more program listings comprises means for providing an interactive indicator that notifies the ~~at least one~~ user when audience <u>size</u> information is available, wherein the interactive indicator comprises content selected form the group consisting of text, graphics, audio, video, and animation.

115. (currently amended) The system defined in claim 108 further comprising means for allowing the user to compare programs based on audience size information ~~distributed~~ provided to the user for the programs.

116. (currently amended) The system defined in claim 108 further comprising means for providing audience size information for a portion of the program.

117. (original) The system defined in claim 116 wherein the portion of the program is a scene within the program.

118. (currently amended) The system defined in claim 108 further comprising means for providing audience size information for a genre of programs.

119. (currently amended) The system defined in claim 108 further comprising means for providing the audience size information for the program based on a time slot.

120. (currently amended) The system defined in claim 108 further comprising[[:]]
        ~~means for distributing audience information to a plurality of users; and~~
        means for providing ~~audience information, wherein~~ the audience size information ~~is provided~~ for a subset of the plurality of users to the user.

121. (original) The system defined in claim 120 wherein the subset of the plurality of users is defined based on user demographics.

122. (currently amended) The system defined in claim 108 further comprising means for providing audience <u>size</u> information to the user in a flip display.

123. (currently amended) The system defined in claim 108 further comprising means for providing audience <u>size</u> information to the user in a browse display.

124. (currently amended) The system defined in claim 108 further comprising means for providing audience <u>size</u> information to the user in a program listings display.

125. (currently amended) The system defined in claim 108 further comprising means for updating audience <u>size</u> information based on a user profile of the user from which the indication was received.

126-128. (cancelled)

129. (original) The system defined in claim 108 wherein the interactive television application is an interactive television program guide.

130. (currently amended) A system for measuring audience <u>size</u> information for an upcoming program in an interactive application comprising:

means for receiving an indication from a
user to perform an action related to the upcoming
program;

means for updating audience <u>size</u>
information for the upcoming program <u>in response to</u>
<u>receiving the indication</u>; and

means for providing the audience <u>size</u>
information to the user <u>within the interactive</u>
<u>television application</u>.

131. (original) The system defined in
claim 130 wherein the upcoming program is an audio
program.

132. (original) The system defined in
claim 130 wherein the upcoming program is a television
program.

133. (original) The system defined in
claim 130 wherein the upcoming program is a pay-per-
view program.

134. (original) The system defined in
claim 130 wherein the upcoming program is a video-on-
demand program.

135. (original) The system defined in
claim 130 wherein the upcoming program is a near-video-
on-video program.

136. (cancelled)

137. (currently amended) The system defined in claim 130 wherein the means for updating audience size information comprises means for updating a market share of the upcoming program.

138. (cancelled)

139. (currently amended) The system defined in claim 130 wherein the means for providing the audience size information further comprises means for providing an interactive indicator that notifies the ~~at least one~~ user when audience size information is available, wherein the interactive indicator comprises content selected form the group consisting of text, graphics, audio, video, and animation.

140. (currently amended) The system defined in claim 130 further comprising means for allowing the user to compare programs based on audience size information ~~distributed~~ provided to the user for the programs.

141. (currently amended) The system defined in claim 130 wherein the means for providing the audience size information further comprises means for providing the audience size information for a portion of the upcoming program.

142. (previously presented) The system defined in claim 130 wherein the portion of the upcoming program is a scene within the upcoming program.

143. (currently amended) The system defined in claim 130 wherein the means for providing the audience _size_ information further comprises means for providing the audience _size_ information for a genre of programs.

144. (currently amended) The system defined in claim 130 wherein the means for providing the audience _size_ information further comprises means for providing the audience _size_ information for the upcoming program based on a time slot.

145. (currently amended) The system defined in claim 130 wherein the means for providing audience _size_ information further comprises means for providing audience _size_ information for a subset of a plurality users to the user.

146. (original) The system defined in claim 145 wherein the subset of the plurality of users is defined based on user demographics.

147. (currently amended) The system defined in claim 130 wherein the means for providing the audience _size_ information further comprises means for providing the audience _size_ information to the user in a flip display.

148. (currently amended) The system defined in claim 130 wherein the means for providing the audience _size_ information further comprises means for providing the audience _size_ information to the user in a browse display.

149. (currently amended) The system defined in claim 130 wherein the means for providing the audience _size_ information further comprises means for providing the audience _size_ information to the user in a program listings display.

150. (currently amended) The system defined in claim 130 wherein the means for updating the audience _size_ information further comprises means for updating the audience _size_ information based on the number of times the user performed an action related to the upcoming program.

151. (currently amended) The system defined in claim 130 wherein the means for updating the audience _size_ information further comprises means for updating the audience _size_ information based on the number of times that the user viewed program information related to the upcoming program.

152. (currently amended) The system defined in claim 130 wherein the means for updating the audience _size_ information further comprises means for updating the audience _size_ information based on the number of times that the user purchased the upcoming program.

153. (currently amended) The system defined in claim 130 wherein the means for updating the audience _size_ information further comprises means for updating the audience _size_ information based on the

number of times that the user set a reminder for the upcoming program.

154. (currently amended) The system defined in claim 130 wherein the means for updating the audience <u>size</u> information further comprises means for updating the audience <u>size</u> information based on the number of times that the user scheduled to record the upcoming program.

155. (currently amended) The system defined in claim 130 wherein the means for updating the audience <u>size</u> information further comprises means for updating the audience <u>size</u> information based on a user profile of the user from which the indication was received related to the upcoming program.

156. (currently amended) The system defined in claim 130 further comprising means for calculating audience size <u>information</u> for the upcoming program.

157. (currently amended) The system defined in claim 156 wherein the means for calculating the audience size <u>information</u> comprises means for calculating the audience size <u>information</u> based on assigning points to playback information.

158. (currently amended) The system defined in claim 156 wherein the means for calculating the audience size <u>information</u> further comprises means for accessing a table of grading information for assigning points to playback information.

159. (currently amended) A system for measuring audience size information based on playbacks of a recorded program comprising:

a user input device;

a display device; and

an interactive television application implemented at least partially on control circuitry and programmed to:

receive an indication from the user input device of a playback of the recorded program;

update audience size information for the recorded program in response to receiving the indication;

~~distribute the audience information to at least one user of an interactive television application;~~ and

direct the display device to provide the updated audience size information to [[the]] at least one user within an interactive television application.

160. (original) The system defined in claim 159 wherein the recorded program is an audio program.

161. (original) The system defined in claim 159 wherein the recorded program is a television program.

162. (original) The system defined in claim 159 wherein the recorded program is a pay-per-view program.

163. (original) The system defined in claim 159 wherein the recorded program is a video-on-demand program.

164. (original) The system defined in claim 159 wherein the recorded program is a near-video-on-video program.

165. (cancelled)

166. (original) The system defined in claim 159 wherein the interactive television application is further programmed to update a market share of the recorded program.

167. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to update audience size information based on the number of times a user played back the recorded program.

168. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to:
receive an indication for a user-identified action from the user input device, wherein such action controls how the recorded program is played back;
execute the user-identified action in response to receiving the indication; and
update audience size information based on the user-identified action.

169. (original) The system defined in claim 168 wherein the user-identified action comprises actions selected from the group consisting of fast-forward, rewind, stop, pause, record, and play.

170. (cancelled)

171. (previously presented) The system defined in claim 159 wherein the interactive television application is an interactive television program guide.

172. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide an interactive indicator, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

173. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to allow the at least one user to compare programs based on audience size information ~~distributed~~ provided to the at least one user for the programs.

174. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information for a portion of the recorded program.

175. (original) The system defined in claim 174 wherein the portion of the recorded program is a scene within the recorded program.

176. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information for a genre of programs.

177. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information for the recorded program based on a time slot.

178. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to:
distribute provide the audience size information to a plurality of users, wherein the audience information is audience size information for a subset of [[the]] a plurality of users to the at least one user.

179. (original) The system defined in claim 178 wherein the subset of the plurality of users is defined based on user demographics.

180. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display

device to provide audience size information to the at least one user in a flip display.

181. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the at least one user in a browse display.

182. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the at least one user in a program listings display.

183. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to update audience size information based on a user profile of a user from which the indication was received related to the playback of the recorded program.

184. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to calculate audience size.

185. (currently amended) The system defined in claim 184 wherein the interactive television application is further programmed to calculate the audience size information based on assigning points to playback information.

186. (original) The system defined in claim 184 wherein the interactive television application is further programmed to access a table of grading information for assigning points to playback information.

187. (currently amended) A system for providing audience size information with program listings in an interactive television application comprising:

a user input device;

a display device; and

an interactive television application implemented at least partially on control circuitry and programmed to:

receive an indication from the user input device that a user wishes to access one or more program listings;

calculate audience size information for a program corresponding to at least one of the one or more program listings, wherein the calculating is based on a graded approach of assigning points to actions of a plurality of users; and

direct the display device to provide the one or more program listings in response to the indication, wherein at least one of the one or more program listings includes audience size information for a program corresponding to a program listing.

188. (original) The system defined in claim 187 wherein the program is an audio program.

189. (original) The system defined in claim 187 wherein the program is a television program.

190. (original) The system defined in claim 187 wherein the program is a pay-per-view program.

191. (original) The system defined in claim 187 wherein the program is a video-on-demand program.

192. (original) The system defined in claim 187 wherein the program is a near-video-on-video program.

193. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide an interactive indicator that notifies the ~~at least one~~ user when audience <u>size</u> information is available, wherein the interactive indicator comprises content selected form the group consisting of text, graphics, audio, video, and animation.

194. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to allow the user to compare programs based on audience <u>size</u> information ~~distributed~~ <u>provided</u> to the user for the programs.

195. (currently amended) The system defined in claim 187 wherein the interactive television

application is further programmed to direct the display device to provide audience _size_ information for a portion of the program.

196. (original) The system defined in claim 195 wherein the portion of the program is a scene within the program.

197. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience _size_ information for a genre of programs.

198. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to provide the audience _size_ information for the program based on a time slot.

199. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to[[:]]
        distribute audience information to a plurality of users; and
        direct the display device to provide audience _size_ information, wherein the audience information is provided for a subset of the plurality of users to the user.

200. (original) The system defined in claim 199 wherein the subset of the plurality of users is defined based on user demographics.

201. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a flip display.

202. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a browse display.

203. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a program listings display.

204. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to update audience size information based on a user profile of the user from which the indication was received.

205-207. (cancelled)

208. (original) The system defined in claim 187 wherein the interactive television application is an interactive television program guide.

209. (currently amended) A system for measuring audience size information for an upcoming

program in an interactive television application
comprising:

a user input device; and

an interactive television application
implemented at least partially on control circuitry and
programmed to:

receive an indication from the user
input device to perform an action related to the
upcoming program;

update audience size information
for the upcoming program in response to receiving the
indication; and

direct the display device to
provide the audience size information to the user
within the interactive television application.

210. (original) The system defined in
claim 209 wherein the upcoming program is an audio
program.

211. (original) The system defined in
claim 209 wherein the upcoming program is a television
program.

212. (original) The system defined in
claim 209 wherein the upcoming program is a pay-per-
view program.

213. (original) The system defined in
claim 209 wherein the upcoming program is a video-on-
demand program.

214. (original) The system defined in claim 209 wherein the upcoming program is a near-video-on-video program.

215. (cancelled)

216. (original) The system defined in claim 209 wherein the interactive television application is further programmed to update a market share of the upcoming program.

217. (cancelled)

218. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide an interactive indicator that notifies the ~~at least one~~ user when audience <u>size</u> information is available, wherein the interactive indicator comprises content selected form the group consisting of text, graphics, audio, video, and animation.

219. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to allow the user to compare programs based on audience <u>size</u> information ~~distributed~~ <u>provided</u> to the user for the programs.

220. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display

device to provide audience <u>size</u> information for a portion of the upcoming program.

221. (previously presented) The system defined in claim 209 wherein the portion of the upcoming program is a scene within the upcoming program.

222. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience <u>size</u> information for a genre of programs.

223. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide the audience <u>size</u> information for the upcoming program based on a time slot.

224. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience <u>size</u> information for a subset of a plurality users to the user.

225. (original) The system defined in claim 224 wherein the subset of the plurality of users is defined based on user demographics.

226. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display

device to provide audience <u>size</u> information to the user in a flip display.

227. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience <u>size</u> information to the user in a browse display.

228. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience <u>size</u> information to the user in a program listings display.

229. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update the audience <u>size</u> information based on the number of times the user performed an action related to the upcoming program.

230. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update the audience <u>size</u> information based on the number of times that the user viewed program information related to the upcoming program.

231. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update the

audience size information based on the number of times
that the user purchased the upcoming program.

232. (currently amended) The system defined
in claim 209 wherein the interactive television
application is further programmed to update the
audience size information based on the number of times
that the user set a reminder for the upcoming program.

233. (currently amended) The system defined
in claim 209 wherein the interactive television
application is further programmed to update the
audience size information based on the number of times
that the user scheduled to record the upcoming program.

234. (currently amended) The system defined
in claim 209 wherein the interactive television
application is further programmed to update audience
size information based on a user profile of a user from
which the indication was received related to the
upcoming program.

235. (currently amended) The system defined
in claim 209 wherein the interactive television
application is further programmed to calculate audience
size information for the upcoming program.

236. (currently amended) The system defined
in claim 235 wherein the interactive television
application is further programmed to calculate the
audience size information based on assigning points to
playback information.

237. (original) The system defined in claim 235 wherein the interactive television application is further programmed to access a table of grading information for assigning points to playback information.